

ORDER

| | | | | | | | | | | | | | |
|------------|--------------|--------------------------------------|-----------------|--------|------------------|--------------------------------|-----------|-----|-------------------------|---------------------|---------------|------|--------------|
| Orders | Order / Rev: | 711917 | Alt Order #: | | Product Desc: | PATTON / EKLUND | Estimate: | 389 | Flight Dates: | 09/10/12 - 09/16/12 | Primary AE: | | Denel Kizler |
| | | | | | | | | | Original Date / Rev: | 09/27/12 / 09/27/12 | Sales Office: | WKYC | |
| | | | | | | | | | Order Type: | Political | Sales Region: | LOC | |
| Agency | Name: | Midwest Communications & Media/ PC | Buying Contact: | | Billing Contact: | 7720 Benson Road | | | Billing Type: | Cash | | | |
| | | | | | | Carroll, OH 43112 | | | Billing Calendar: | Broadcast | | | |
| | | | | | | | | | Billing Cycle: | EOM/EOC | | | |
| | | | | | | | | | Agency Commission: | 15% | | | |
| Advertiser | Name: | Republican Senate Campaign Committee | Demographic: | A25-54 | Product Codes: | PL-State/Local,PL-State Senate | Priority: | P-3 | New Business Thru: | | | | |
| | | | | | | | | | Order Separation: | 00:15:00 | | | |
| | | | | | | | | | Advertiser External ID: | | | | |
| | | | | | | | | | Agency External ID: | | | | |

| | | | | | Totals | | | | |
|------------|----------|---------|--------------|-------------|----------------|---------|--------------|-------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 08/27/12 | 09/16/12 | 35 | \$29,750.00 | \$25,287.50 | September 2012 | 35 | \$29,750.00 | \$25,287.50 | 0.00 |
| | | | | | Totals | 35 | \$29,750.00 | \$25,287.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-----------------------|---------|
|-------------------|--------------|--------------|-----------------------|---------|

Denel Kizler Start Of Order - End Of Order 100%

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|----------------|----------|----------------------------------------|-------|----------------|---------|-----|-------|------------|-----|--------|------|-------|------------|
| 1 | WKYC | 09/10/12 | 09/16/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | MTWTFSS | :30 | 3 | \$1,800.00 | P-3 | 0.00 | NM | 3 | \$5,400.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 09/10/12 | 09/16/12 | MTWTFSS | | 3 | | | | \$1,800.00 | | 0.00 | | | |
| 2 | WKYC | 09/10/12 | 09/16/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | MTWTF-- | :30 | 5 | \$350.00 | P-3 | 0.00 | NM | 5 | \$1,750.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 09/10/12 | 09/16/12 | MTWTF-- | | 5 | | | | \$350.00 | | 0.00 | | | |
| 3 | WKYC | 09/10/12 | 09/16/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | MTWTF-- | :30 | 3 | \$800.00 | P-3 | 0.00 | NM | 3 | \$2,400.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 09/10/12 | 09/16/12 | MTWTF-- | | 3 | | | | \$800.00 | | 0.00 | | | |
| 4 | WKYC | 09/10/12 | 09/16/12 | M-F 7-9a Today Today Show | CM | 7a-9a | MTWTF-- | :30 | 3 | \$800.00 | P-3 | 0.00 | NM | 3 | \$2,400.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 09/10/12 | 09/16/12 | MTWTF-- | | 3 | | | | \$800.00 | | 0.00 | | | |
| 5 | WKYC | 09/10/12 | 09/16/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | MTWTF-- | :30 | 3 | \$400.00 | P-3 | 0.00 | NM | 3 | \$1,200.00 |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | | Rate | | Rating | | | |
| | | Week: 09/10/12 | 09/16/12 | MTWTF-- | | 3 | | | | \$400.00 | | 0.00 | | | |

Order / Rev: 711917
Alt Order #: _____
Flight Dates: 09/10/12 - 09/16/12

Advertiser: Republican Senate Campaign Committee
Product Desc: PATTON / EKLUND
Estimate: 389

WKYC